

DRAFT Minutes
MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Special Meeting – Wednesday, October 5, 2016
Mansfield Community Center Conference Room

Members Present: G. Thompson, B. Wiles, S. Ferrigno, D. Fecho, J. McGuire, M. Hirschorn (5:45 p.m.), R. Beebe (5:45 p.m.), C. Chukwuogor (5:45 p.m.), L. Watson (5:50 p.m.)

Staff Present: M. Hart, Town Manager; L. Painter, Director of Planning and Development

Ferrigno called the meeting to order at 5:38 p.m.

Public Comment: No public comment was received.

Approval of Minutes: Thompson MOVED and Wiles seconded to approve the September 1, 2016 special meeting minutes as presented. MOTION APPROVED UNANIMOUSLY.

Old Business:

A. *Agricultural Committee Collaboration-Update.*

- *Farm to Table Week.* Event is running this week. Dog Lane Café is featuring local products on their menu. MBOE is highlighting local produce on their Facebook page.
- *Farm Business Interviews.* McGuire, Hirschorn, and a member of the Agriculture Committee visited Sawmill Brook Horse Farm. Owners are generally happy with Town services, discussed potential obstacles to building an indoor arena, and discussed the desire to remove a portion of the conservation easement on the property. Another visit with George Bailey is scheduled for this week.

B. *Town Branding/Marketing.* Hart, Painter, Kelly Lyman, Cynthia van Zelm, and Christopher Whitten are scheduled for an introductory meeting with the CERC Marketing Director and Government Relations liaison regarding branding process. Wiles suggested that a UConn representative also be involved with branding discussions. Painter noted that Whitten is working on an RFP for new website. Wiles recommends bringing in founder of CivicLift (<https://civiclif.com/>) for presentation to discuss details about marketing the community.

C. *Innovation Places.* Painter presented brief overview of grant application. Wiles noted that John Guskowski of CME is working to schedule an event with various partners while we wait to find out if the Northeast CT Innovation Hub is awarded a planning grant. Wiles also suggested that the Town work with UConn on brownfields remediation related to the Depot Campus as a new round of grant funding has been announced. Hart suggested that a redevelopment agency might be needed to take on a project of that magnitude.

D. *Staffing for Economic Development Program.* Hart noted that he has been exploring options to increase staff support for economic development activities such as business recruitment/retention, networking, meetings with state and business communities, and effective work on projects. Options include creating a full-time or part-time position; sharing a position with a neighboring municipality; or contracting services. Members suggested that other towns using different approaches be interviewed to determine pros and cons of different approaches before moving forward.

New Business:

- A. *Zoning Regulation Update.* Painter noted that moratorium on multi-family development was approved and is now in effect; no exemptions were made. Staff is working on regulations and design guidelines and have been asked by Planning and Zoning Commission to move as expeditiously as possible.
- B. *Criteria for Business Recognition.* Criteria for choosing businesses for write-ups approved. Commission suggests Mountain Dairy for next write-up.

Adjournment: Ferrigno adjourned the meeting at 7:00 PM.